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ABSTRACT

The theme of this working conference, Libraries Without Walls, was explored by representatives of business, labor, government, education, community organizations and libraries. Recommendations were made for the more effective use of libraries in providing information for the entire community. The problems, proposals and recommendations of thirteen discussion groups are presented in these conference proceedings. The discussions focused on the following areas of concern: interlibrary cooperation; meeting individual needs; legal frameworks; for libraries; the library's role in releasing human potential; academic library collections; young adult services; the new media in libraries; service to business, industry and labor; library buildings for the future; service to the aged; the role of the library in adult education; and the financial problems of libraries. A list of conference attendees is included. (SJ)

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GOVERNOR'S CONFERENCE ON IOWA LIBRARIES REPORT

"LIBRARIES WITHOUT WALLS"

April 30 - May 1

1971

Hyatt House, Des Moines

Governor Robert D. Ray called this Conference on Libraries to explore means of enabling our libraries to meet the vital needs of Iowans for information. "Libraries Without Walls" was a working conference at which representatives of business, labor, government, education, community organizations and libraries formulated recommendations to more effectively utilize libraries in providing information for the total community.

The Governor's new Advisory Council on Libraries will use the recommendations of this Conference to develop the five year plan required by the Federal Library Services and Construction Act.

The future capability of Iowa's libraries to provide relevant service to all Iowans depends upon the contribution of the knowledge, talents and vital interest of all concerned. We believe this challenge has been accepted by the 279 participants of the Conference.

LI 003 755

This first Governor's Conference on Libraries in Iowa was sponsored by the Iowa Library Association (ILA), the Iowa Library Trustees Association (ILTA) and the Iowa State Traveling Library (ISTL), and was held at the Hyatt House, Des Moines, on April 30 and May 1, 1971.

CONFERENCE STEERING COMMITTEE:

Coordinator	James Sheldon, Department of Adult Education, Des Moines
Governor's Committee	Michael Sellers, Administrative Assistant
Co-Chairmen	Sister Marita Bartholome, President, ILA J. Maurice Travillian, Acting Director, ISTL Marjorie Humby, Vice-President, ILA Mrs. Harland Soper, Chairman, ILTA Martin Phelan, Vice-Chairman, ILTA Florence Stiles, Public Information Director, ISTL
Program Chairman	Charles Ginter, Director, Indianola Public Library
Finance Chairman	Dr. Philip D. Langerman, Assistant Superintendent of Instruction, Community College, Ankeny
Publicity	Ruth Stokesberry, Community Services Officer Public Library of Des Moines
Local Arrangements	Ron Stump, Reference Consultant, ISTL

GOVERNOR'S ADVISORY COUNCIL ON LIBRARIES ANNOUNCED MAY 1, 1971;

Mr. Charles Stinard - Chairman	410 E. Park Avenue	Ottumwa
Dr. Jay Rausch	1429 - 30th Street	Des Moines
Mr. Paul Spurlock	605 South "O" Street	Indianola
Mrs. Connie Smith	1116 W. 10th Street	Des Moines
Mr. Ben Gibson, Jr.	5324 Grand Avenue (new address)	Des Moines
Mr. Mahlon Peterson	614 - 16th Street	Waverly
Mr. Robert Foley	436 Cherry Hill Road, S.W.	Cedar Rapids
Mr. Thomas Carney	158 32nd Street, N.W.	Cedar Rapids
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Mr. King Batchelet	307 North 8th	Guthrie Center
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Mrs. Austin Turner	1201 Nodaway	Corning
Mrs. William Overbey	604 Pershing	Shenandoah
Mr. Denny M. Danese	2832 Highland Court	Muscatine
Mr. Travis Cleveland	Mental Health Institute	Independence

GOVERNOR ROBERT D. RAY'S REMARKS AT BANQUET, APRIL 30

In adopting the theme of this conference, "Libraries Without Walls", you have defined a goal which extends far beyond libraries to embrace the whole of American life.

Our great commitment for the rest of this century must be to knock down the wall of separatism, distrust, and yes, hostility which has been built--bit by bit--until it threatens to divide us into adversary groups which will no longer be able to communicate with one another.

Such compartmentizing of American Society would end the dream to which through most of our history we have had common allegiance--toward which we have moved--slowly.

It is this dream which bound us together--many different elements of America-into a viable, useful society.

If the sense of humanness and fellowship which permeates this dream--if it be replaced with materialism, greed and savagery, then no amount of Gross National Product, no amount of police power and no amount of armed might could save America from the fate which has overtaken many great nations.

In committing yourselves to a mission of "Libraries Without Walls" you have enlisted on the side of freedom in our generation the second most powerful weapon which freedom has had in its struggle.

Freedom's most powerful weapon is the will of man himself.

But again and again the human will for freedom goes for naught without reinforcement and encouragement by the power of "the word".

Tyrants and totalitarians have always known this. And knowing it, their first concern has always been to control and to corrupt the freedom of "the word," both oral and written.

Fearing "the word", tyrants and totalitarians have always had as a first priority to stifle it and destroy those places where it is born and kept--places such as printing houses and libraries.

As President Whitney Griswold of Yale pointed out:

"Books won't stay burned--they won't burn. Ideas won't go to jail. In the long run of history, the censor and the inquisitor have always lost. The only sure weapon against bad ideas is better ones."

This message you are projecting into the practical, everyday life of communities all over Iowa.

You are projecting the message in a multitude of ways responsive to realities of contemporary living.

You are taking mini-bookmobiles along the streets of migrant neighborhoods, not only to circulate printed tales, but also to gather children together for curbstone story hours.

You are taking the joys and comfort of reading to elderly and physically handicapped shut-ins.

You are opening your doors to motion-picture screenings, to art lending collections, to special service for ethnic minorities.

Bookmobiles roam our Iowa back roads offering their treasures wherever people gather. You are making libraries much more than shrines for the worship of books.

You are making them much more than temples where devotion to the bound volume is espressed in ritual.

You are making Iowa libraries--in truth--delivery rooms for the births of ideas, places where history comes to life.

In all this you are contributing to creating in all of us that sense of community and that sense of humanity.

Thank you.

THE STATE OF THE LIBRARY - keynote address by J. Maurice Travillian, Acting Director, Iowa State Traveling Library

The overall theme of this Conference is Libraries Without Walls. It has been planned as a frontal attack on the barriers that separate Iowa's citizens from the information that they need to cope with in an increasingly complex society. We must break through the barriers of ignorance, indifference, and petty regulations that keep people and ideas apart. We must break through the walls that isolate collections and resources in separate plastic cartons and form instead a vast pool of human thought and ideas from which all Iowa citizens can satisfy their individual needs.

We must think in terms much larger than libraries as we now know them. We must devise methods of tapping the information holding of other government agencies, private research foundations and business enterprises. We must find ways of reaching into the information stored in the growing of computer installations, and microform collections.

We must consider new delivery systems. Expecting those who need information to always expend the time and energy to enter our walls is an obsolete, pre-electronic concept.

We must also consider the role of the library in providing information and understanding that will help break down the barriers between people of different races, religion, social and economic classes and political and moral viewpoints. The level of hatred in our society has risen dangerously in the last decade. Much of this is produced by simple unabated ignorance. By effectively supplying knowledge and understanding, we can lower these levels of ignorance, prejudice, and hate.

In one sense, it matters very little what we do here this weekend. These walls that I have described will come down with or without our efforts. There are vast social and economic forces operating in our society today that by hurricane or earthquake will bring down these barricades. My major concern is that they don't fall on me.

Let us now examine these forces that will do the job for us if we do not act our own initiative.

The force that has most directly effected libraries in the 20th century has been the amazing growth of human knowledge. It is very trite to use words like explosion or revolution but the only accurate term for the phenomenon is the Information Explosion.

Look at the facts:

The sum total of human knowledge doubled between 1650 and 1900. It doubled again between 1900 and 1950. Again between 1950 and 1960. Since 1960 it has grown so rapidly that we've lost track of how much we do actually know. This means that there is at least ten times the amount of information that was available when most of our libraries were built in the early 20th century. Unfortunately few of us have ten times the space, or staff, or usage that we had in 1900.

Stated in other terms: 90 percent of all scientists who ever lived are alive today and practicing their mystic arts. There are over 1,000 journals published in the world in the field of biomedicine. In most professions a person can read twenty-four hours a day and not keep up with new professional literature.

Information has become a major ingredient in the success or failure of a business. The internationally famous management consultant - Peter Druker has stated on many occasions that the degree of quick access to reliable information is the greatest determining factor in the success or failure of a business in the '70's. It has been predicted by some economists that by the fateful year 1984, over 50 percent of the GNP will be devoted to the production, organization and distribution of information.

This explosion of information is also having a pronounced effect on our system of education. The average level of formal education completed has risen rapidly in this century. We must now face the harsh reality that even this is inadequate. Education has now become a lifetime pursuit for all of us. This is not a criticism of the schools. The schools cannot give their students the information they will need in 1980 because most of it hasn't been discovered yet. About all we can expect of the schools is that they help each student develop his mind, his capacity for logical and creative thought and give him the necessary language and mathematical skills to continue learning the rest of his life because he must do exactly that.

The problems of collecting, organizing and disseminating this vast body of information is a crucial challenge for all types of libraries. It should lead to increasingly importance for the library as a service institution.

However, there are other forces also operating on the library.

The second force that is effecting libraries is of more recent origin and much more difficult to define with a simple catch phrase. It is sometimes called the movement or the revolution by its active supporters but might best be described as the Romantic Reaction.

Although it originated in the Woodstock Nation - the world of the young, its base is really much larger since all ages and classes have shared some of the experiences that produced it.

It is basically a reaction against an increasingly impersonal, mechanical, materialistic, threatening world. It involves a rediscovery of sensory perception - of the sheer joy of feeling, tasting, seeing, hearing, smelling, touching. It includes a new emphasis on the individual and his needs as compared to the demands of the group, however large that group may be. It reemphasizes the value of the individual human life and validates life needs as being above the efficiency demands of over organized groups like corporations, universities and government agencies. It stresses feeling over thought, love above property, life above profit.

At its extreme form, it is expressed by the Abbie Hoffman's and Jerry Rubin's - the Yippies and the Crazies, the Black Panthers, the SDS, the drug scene, and the demonstrating. Expressions of this force are found however in many unexpected places. We see examples in the longer hair on the businessman, the increased resistance to fashion being determined by a few Paris designers, the rather sudden change in acceptable middle-class morals and life styles, an increased hostility to the military and

to industrial pollution, an unexpected revival of interest in astrology and the occult, the tolerance for expression of formerly forbidden subject matter in writing, movies and on the stage, and increasing resistance both internal and external to a wide variety of agencies, businesses and associations when their behavior shows unconcern, bureaucratic bungling or resistance to change. Only five years ago the physics major was the hero of the campus (just after the football player). Now it is the political activist or the humanities major.

The Romantic Reaction is a response to the machine and to the vast bureaucratic institutions of business and government that the machine has made possible. It is a way of saying that the machine was created for man rather than the reverse.

How will this massive change in values and life styles effect libraries? Certainly a large group of people who value emotions above logic, who depend upon vibrations, intuition, and drugs rather than reading, analysis and study suggests some threat to our traditions of services. Likewise, people who are not too impressed with organization and efficiency may be less sympathetic to our bureaucratic in fighting and may well demand that we respond to their needs instead of arguing about who owns the book and what regulation applies there.

There is one other corollary force which we should consider briefly. This might be called the Frustration Complex. The levels of frustration and paranoia are rising to dangerous levels throughout our society. The Great American Dream of a free society full of prosperous, healthy, independent individuals has somehow jumped the track. That mythical average citizen feels that he's spent a lot of his energy and time acquiring an education and working at a job that pays him a lot of money. With this money he's bought a bunch of gadgets that don't work and paid $20 an hour to a repairman who couldn't fix them either. The rest of his money has gone for government sources that haven't worked very well either. His expectations for happiness and satisfaction remain unrealized.

The new left blames the Pentagon, General Motors, and the conservative establishment. Their counterparts across the generation gap blame the universities, the intellectuals and the liberal establishment. The only consensus is that nothing much works very well.

Like all public and quasi-public institutions the library is a sitting duck as a target for these frustrations. The activists say that we aren't delivering any relevant services to meet the real informational needs of the people and everyone else says "you're spending too much of my tax dollar already." Besides, there is a vague suspicion that intellectuals are the real problem and they may have gotten that way from reading books.

Now let us look for a moment at other ways that these forces are affecting Iowa's library. Library use as reflected in circulation statistics and reference room head counts grew rapidly after World War II. There was a particular boom in the late '50's and early '60's after Russian success with Sputnik made it almost unAmerican to not be reading something profound. Since the mid-'60's, however, there has been a tendency toward stagnation in library use and even a decline in some libraries. This seems an odd fact when one considers the Information Explosion unless we also consider the other two factors that I outlined earlier.

This is already history, however, and we are concerned today with planning for the future. We are concerned primarily with developing a new State Plan for Library Service that will meet the real needs of our communities for information.

One of the major questions for our attention is what would constitute adequate library service. For the sake of discussion, I would like to outline a few objectives or standards of service for the state.

Adequate library service in Iowa would include the following components for the individual citizen.

1. Access to any published material, or information stored in any public, school, academic or special library in the country. This access should be immediate.

2. Availability, within a few minutes drive from his home, of a basic collection of current, relevant materials that will answer most of his day to day questions, stimulate his mind, provide him information on his social, political, ecological, and economic environment, and satisfy his aesthetic needs for good literature, music and art. These materials should be in a variety of formats to allow the individual to use the one most appropriate to his needs.

3. Opportunity for continued intellectual development through interaction with other individuals in a variety of discussion groups, forums, seminars, lectures, film, art, and music programs, and other library sponsored activities that will stimulate the growth of his own mind and that of his neighbors.

4. Physical facilities that are condusive to study and thought should also be available within minutes of his home and work. He needs a place that can be psychologically identified with reading, listening, viewing and thinking. The buildings, space, furnishings and equipment of libraries should be designed to encourage these activities.

5. Assistance by alert, receptive staff members with sufficient training to handle his basic information needs, with knowledge of the procedures for securing the more complex materials from other sources, and with personal warmth and dedication to encourage him to make the fullest possible use of his library's resources.

6. Assurance that all political, social and religious viewpoints will be available and that he will receive equal service regardless of his age, race, sex, religion, social status, employment, politics or beliefs.

We may well wish to modify and change in many ways these objectives during the course of this weekend. The important thing now is for you the participants to express your viewpoints on what we should try to achieve and how we should go about it. The recommendations coming out of your discussion groups will be the initial documents for the new Advisory Council to study in preparing the State Plan. Everyone will have an opportunity to react to their proposals at a series of regional hearings that will be conducted on this Plan in the Fall. After that the Plan will be referred to the State Library Board and then to HEW for their approval. It is designated to go into effect of July 1, 1972.

I urge you to participate actively in the discussion this afternoon and tomorrow. We need your ideas because in the final analysis the new Plan will be your document and most of its implementation will depend upon you.

Let us work together to prepare a Plan that will bring meaningful library service to every Iowan and help each citizen to realize his full human potential.

LIBRARIES AND LOVE - Address given at banquet by William Hinchliff, Director of Staff Development, Federal City College, Washington, D.C.

Governor Ray, Governor Blue, Iowa people: thank you for inviting me to Des Moines. Rather than a "distinguished Washingtonian" I am a corn-fed boy from Illinois, my home town being Rockford. Driving around Des Moines this morning with Florence Stiles I was reminded of the town I grew up in.

I'm glad to be here to talk with you about "love," in which I'm an amateur; and about better communities; about people-centered libraries; staffs; library-centered neighborhoods; about libraries without walls.

The subtitle of my talk, let's call it a conversation, is brief: "Twenty-six ideas for articles, books, bookmarks, bibliographies, banners, catalogs, calendars, comics, coins, documents, discs, encyclopedias, films, games, hobbies, handbills, indexes, journals, crackerjacks, listening, maps, media, models, magazines, movies, newspapers, operas, paperbacks, pennants, poems, pamphlets, pictures, plays, posters, plugs, projectors, questionnaires, recorders, songs, stamps, slogans, tokens, tapes, TV, UFOs, frisbies, video, widgets, xerographics, yells, and zilches," telling the story of Iowa's media libraries of the future, all motivated by love for our children, their children, and their children's children. Because we can hardly plan the libraries of the future by and for ourselves.

Love is a debased term today. It is misused. It is on the defensive. Hate and violence, as Governor Ray said, threaten our brave ship. Families are breaking. In the name of "realism," pandemic corruption is destroying our sense of community.

Dictionaries, quotations, poems, literature, humanistic psychology, give us insights into other peoples' concepts, definitions, and experiences of love. To me love means concern, caring, creating, working together, sacrificing for others, longing to be with others. It means honest, open communication, unselfish community problem solving, willingness to acknowledge failure, honesty with one's self. It means a value system which places people above property, power and glory.

Love and self-deception are not compatible. Refusal to change and to develop one's potential are not compatible with love. Resistance to community improvement is not compatible with love.

Our children observe contradictions in our conduct. They have questioned our values and have rejected some. Their views are increasingly being published and are available for us to consider. There are, I believe, over 200 high school off-campus underground newspapers now. The college press is increasingly vociferous in its criticism of dominant trends.

War and violent revolution seem to most of our young people to be the ultimate stupidities. They know that we are spending over eighty million dollars a day to destroy Viet Nam, that sixty-five cents out of every tax dollar which goes to Washington goes for war. The Congressional majority continues to give priority to Pentagon appropriations. The young know that, if things continue as they have been for the past fifteen years, we will be devoting one-sixth of our working lives to support perpetual war.

They know that internal spying is rampant; that computerized data banks are being compiled on people who criticize some of the present national directions. They know also that billions of dollars in interest are being paid on the national debt and that this interest goes to relatively few people.

How many homes in place of slums, how many new schools in place of schools built in the last century, how many libraries, parks, playgrounds, hospitals, and halfway houses could be built simply with the interest that we're paying on this fantastic national debt?

Our children know that we're wasting our resources and our leisure wreckiessly. We could be dovoting a good deal of our leisure time to making improvements in our neighborhoods.

What has this to do with libraries, love, and better communities? Everything. Libraries are centers where people can communicate through the mediation of books and library staffs. Libraries facilitate multi-lateral communication. They can foment understanding, peace and love, if we use them.wisely and well.

Are we communicating well enough with our young people? With each other? Or are we too afraid of friction? Do the young people understand us better that we understand them? How may we plan the media libraries of the future if we lack understanding of our children and youth? How may we understand them better?

The best way to understand the young is to be with them, to talk with them, to read what they have written, to listen to them. A number of books are available which present the thinking and feeling of young people. A few titles: Our Time is Now, How Old Will You Be in 1984?, Sabertooth Curriculum, The School Fix, Conflict and Dissent in the High School, Crisis in the Classroom, How Children Fail, An Empty Spoon, Our Children Are Dying, Is the Library Burning?, The Strawberry Statement, Letter to Alumni, How to Survive in Your Native Land, Death at an Early Age, In the Service of Their Country.

How stimulating it would be if there were at least a hundred children and young people with us here as we dream and work together to facilitate progress of Iowa communities through humanistic libraries; through libraries without walls; through libraries which concentrate on people's needs and wants, which mobilize their resources to help solve problems, to help the doers as well as the thinkers; libraries with built-in change capability; libraries which increase public knowledge, communication, constructive and creative cooperation.

Planning of this magnitude depends for success upon involving the largest possible numbers of creative people in the process of gathering data, setting objectives, evolving design concepts; and of gathering practical people to evolve strategies for achieving them.

Among our first steps, why not tune in with today's and tomorrow's children? Let's imagine that six months ago the State Traveling Library obtained a grant and organized a young people's media-producing-cooperative to help break down the walls; to study Iowa's libraries and communities comprehensively; and to comment on their achievements and their problems through motion picture films, tapes, disks and print. The State Traveling Library loaned videotaping and other equipment, space and how-to-do-it information and helped edit and produce the final multimedia report on Iowa life and

libraries today. This great information project has just been completed. Now imagine a huge screen across the entire back wall, from this corner to that corner, and a battery of projectors and amplifiers giving us an undistorted panoply of Iowa's real sights and sounds. We see banks, more banks, insurance companies, office buildings, factories, farms, libraries, museums, parks, playgrounds, schools, colleges, universities, stadiums, highways, railways, airports, and churches.

We see and hear people, including prisoners, orphans, draftees, amputees, neuropsychiatric patients, school dropouts, divorced people, one-parent children, ethnic minorities, the handicapped, jobless, aged, unwed mothers, welfare mothers, the drug addicted, the alcoholic, the hospitalized, the children of Iowa. We see the city, county, and state governing officials of Iowa, Iowa's civic leaders, Iowa's artists, writers, teachers, editors, thought provokers, young people, business people, labor people, farming people, professionals. We hear their conversations, their songs, their hopes, their wants and their needs. All this is projecting now, up on that vast Iowa screen.

We visualize typical Iowa families as Iowa's young documentary media makers have experienced them. Some are media starved, others are media flooded. Many are not receiving the relevant, useful information which they need if they are to improve the quality of their lives or even solve some of their immediate pressing problems. We are immersed in multilateral communication with our fellow human beings in that beautiful part of the global village which is the State of Iowa.

In this imaginary encounter young media makers are present. They share with us their experience in documenting Iowa life and people audio-visually. They show us how Iowa looks and feels to them. They give us twenty-six times twenty-six media views of Iowa's libraries, schools, legislatures and other communication channels. They criticize, with love and hope, Iowa's institutions, via films, tapes, disks, and paper. Perhaps they point toward the same fulfilled potentials, reveal the general extent to which we misuse and underuse our individual and collective intelligences and our material resources.

Perhaps they offer creative suggestions for Iowa's superior media libraries of the future and practical down-to-earth ways of achieving media libraries which will be the best, or among the best, in the global village. Perhaps they help us better to understand the character and problems of Iowa's libraries as presently constituted. Perhaps they suggest and offer to work on local media library planning teams representing all segments of the population on a proportional basis, a basis of balance, with half of the members being under thirty.

What might such grass roots planning teams accomplish? They might study examples of the best and worst existing libraries of all types. I'm sure all of you have libraries in mind that qualify. Some of the best are public libraries in California - Beverly Hills, Santa Monica, and Palos Verdes; those in Lexington, Newton, and Hingham, Massachusetts; in Scarsdale, New York; in Grosse Pointe, Michigan; in Baltimore and New Carollton, Maryland.

I attended the open house of the New Carollton Library last week. Here is the little welcome folder, "A Livin', Lovin', Life: Come and See." It would take half an hour to describe the exciting things that were going on as over a thousand people visited that new library, a library of 150,000 book capacity for a community of 30,000!

They could consider the social and cultural dynamics of the Milwaukee Public Library system.

College libraries that stand out are those of Swarthmore, Earlham, Reed and UCLA. The high school libraries that the young planning teams could look at are Evanston, Oak Park and New Trier in Illinois, and John Marshall High School Library in Oregon. Elementary school libraries that were so well interpreted by the Knapp Project such as the Marcus Whitman School in Richland, Washington would be worth study by Iowa's young people.

And the progressive experiments to advance media library art that are being carried on by non-librarians, by people who are critical of existing libraries. Maybe you've heard of the Alley and Seaton Place libraries in the Washington, D.C. ghetto; the "New Thing" which is a cultural arts and film making center for adolescent black youth; the "Reading Is Fun Mobile" which distributes paperbacks at playgrounds in Washington. In San Francisco there's a creative center called "Number One" that the young planners might want to look at.

The Portola Institute in Menlo Park, California is doing much to break down walls to information. Among other things they publish the "Whole Earth Catalog" and the "Big Rock Candy Mountain." If you have not yet seen the "Whole Earth Catalog," look at it. It's a beautiful trip.

Young Iowa library planners would dig Fader and his "Hooked on Books," a program at the Maxey Boys Training School, a correctional reformatory, in Michigan. And in Chimayo, a little town in New Mexico, there's the "Wave Project" which is doing daring things in audio-visual communication.

So much for the best. Now where would we find the worst? Take any jail or prison library. Look at "Synergy" the magazine of the San Francisco Public Library and the Bay Area Reference Center, January-February, 1971. It deals with prison convict literature. You will learn that prison libraries are disgraceful.

Alright, we've got our limits: the best and the worst. The planning teams analyze all aspects, especially policymaking and administration. They look at the old guards who are running some of the 19th century libraries that still exist. They study the rates of top echelon attrition, that is, the rate of retirement and relocation of the old guards, and the bringing of younger people into high level decision making. They appraise the quality and quantity of library research and development. They evaluate media collections and library environments. They gauge the effectiveness, diversification, and development of library staffs. They look into library budgets and policies. In sum, they analyze and evaluate everything that they have gathered about the media libraries of today. They stew, they fret, they argue, and they meditate. Then their bold, creative ideas for the future, their future, begin to flow. And Iowa moves faster toward better communication through better media libraries.

So I hope that the state-wide Advisory Council that is being formed at this Conference will favorably consider setting up age-group-balanced grass roots media library planning teams and a young peoples' media producers cooperative to accelerate the forward movement for a better Iowa. Frankly, I don't see how the job can be accomplished without involving your talented and concerned young people in every step of the process, especially the next one wherein the combined planners and documentary media producers draw up, and publish through all media forms and media channels, a provocative statement

of new directions for Iowa libraries. I suggest that such a statement of new directions contain a set of tall, glamorous, beautiful, handsome, liberated goals and that it be supported by a set of hard-nosed, practical, workable ways of achieving those goals.

Now, if you will examine the multilateral communication devices which have just been placed on your tables I would like to suggest that we engage not choral music this time but in switching off, shall we say, our negative brainwaves and that we try in the time remaining to reach some sort of critical mass of concerted thought that will result in a number of far-out ideas for the future media libraries of Iowa and an approximately equal number of conservative, practical ideas for achieving them.

Figuratively, if not actually, I'd like to remove my jacket, and tie, kick over the podium, and walk around rapping with you at your tables. I wish we could slip off our shoes; loosen our collars, neckties, and girdles; and get ourselves into a frame of mind for creative thinking. A beautiful dinner such as we had lulls us into something less than our creative best. So let's overcome that satisfied feeling. Let's see how high and far our liberated minds can soar in visualizing and jotting ideas for Iowa's libraries of 1981, 1991, or 2001.

If you wish to chat a bit, I have no objection because I have the amplifier up here. I would like just to rap along and insinuate a few questions subliminally.

First: about management. Can new multi-media libraries come into being without new managements? I speak of board members who passed their prime a generation ago, of people who serve on boards for vanity but who do not think or work. I refer to boards that meet rarely and perfunctorily; do not have solid agendas; do little homework and no long-range planning; do not invite the public to their meetings; do not talk with, nor listen to groups in the community; and who shrink with alarm at the thought of dynamic policy making.

I speak of timid administrators at the top of bureaucratic pyramids of static power. Of "friends of libraries" who quaver at the thought of mixing politics with their author dinners and tea parties. Of branch libraries with no autonomy. Of librarians who cannot conceive of applying the principles of marketing, advertising, promotion, market research, or public relations...who expect readers to keep coming in even though they are not warmly welcomed, smiled at, and effectively served. With static autocratic management on its way out and democratic management on its way in, do libraries need to call on social scientists for continuing counsel and help? Do they need to study the phenomenon which John Gardner, Gordon Lippitt, and others have called organizational renewal? Do libraries need metropolitan associations to link the suburbs with the cities? Do libraries need to have librarians on regional planning commissions and other community policy-making groups? Yes, perhaps some of your advanced ideas could focus on improved management.

How about new media services? Many mothers and fathers don't want their children to cross dangerous streets, yet there is no other way to get to the branch library. Berkeley, California, brings the library to children in a mediamobile, a step-van about the size of a bakery truck. It has a screen on the curbside panel, with three film projectors (slide, strip, and motion picture) behind the screen. Through its amplifier it broadcasts children's music around the neighborhood, attracts crowds, stages group programs, and distributes children's books and other media.

It reaches thousands of small children in the poorer sections of Berkeley who would never be reached otherwise.

How many libraries are concerned with radio and television programming, with cable television? How many are actively in film service? A few libraries now lend cameras and projectors and encourage local film makers. Some invite young adult rock and folk singing groups to sing in the libraries. Some teach library usership to groups, not just to individuals. Some libraries will have displays all over town. Some conduct exhibits of local artists. Some invite poets to read. Some use the newspapers to announce new acquisitions. Some publish media newsletters. Some sell media. Some give media away.

Some sponsor discussions and debates on current issues. Some produce local history by tape recorder. Some are moving toward merger of school libraries and the children's rooms of the public library. A new form of neighborhood cultural center may emerge. Some are finding ways for the public library and the community college library to interact productively. Some are reaching into jails and prisons.

A new branch library in Rochester, New York, incorporates a huge window with a screen whe movies are seen from outside the library. Some libraries will have mini-theaters where educational films can be shown and reshown. We've had the Great Books movement and Great Books discussion groups for about thirty years. Possibly the libraries of the future will have great films discussion groups. The film and the disk are the book of the twentieth century.

How about warmer, more homelike library environments? Your beautiful Des Moines Art Museum has carpeted walls, marvelous acoustics, very appropriate for libraries. Some future libraries may have fireplaces with real fires in winter. Why not? Why shouldn't a public library feel like a living room?

Why shouldn't a library have a space called a yurt off in one corner or up on the roof? Do you know what a yurt is? It comes from the nomads of Mongolia, a circular hut made with skins over poles. An ideal communication environment, no one dominates any other. You all sit facing each other in about a twelve foot radius. If communication relationships are nearly perfect in a yurt, and if people insist on communicating, why shouldn't libraries facilitate it? But use carpeting instead of animal skins for the acoustical advantages.

Those are a few rather tame ideas. I'm sure you've written better ones down on those multi-lateral communication sheets.

But...now...how to achieve the new media libraries which we desire? My most hardnosed recommendation is that librarians rise to higher levels of political perceptiveness, political acumen, and enlightened political action. We are a nation of lobbies. We must make common cause with many concerned groups, including lawyers, educators, conservationists, peace workers, regional planners in securing enlightened legislation to improve libraries.

We must analyze bureaucracy, take courses in public administration to develop our capability to overhaul and decentralize bureaucracy, read books by Parkinson and others. We must comb the literature on library management and politics. We must learn how to prune and rearrange staffs and budgets, how to supersede obsolescence and inertia. We have to raise salaries substantially so that we are at least in true parity with

teachers of equal education and experience.

We need think-tanks where we can get together more often and not be so well-fed that we might be lulled into complacency. We need all-staff conferences on management and change, not just professionals communicating with each other, but all staff members communicating.

We need more just, sensitive, and intelligent recruitment and promotion policies and programs. It is vital to our country at this stage that the principle of sexual and racial parity at all levels be adhered to in employment practices. In recruiting, shouldn't we try to find men who like to work with children? Children need men to relate with. Shouldn't more women be welcomed to administration? Shouldn't we look for young people especially from minority groups who have a feeling of social responsibility, who are interested in peaceful change, who will take reasonable risks in order to increase and improve media library services?

Iowans are now paying less than three cents per person per day for library service. Perhaps we should think of five cents per person per day to develop the libraries of our dreams. Although you and I will not be around I think we can contemplate whatever the future holds for our children more comfortably knowing that we have not frozen the library status quo which we inherited from our ancestors.

I hope none of you will leave this room without putting down your "wild, liberated ideas" for Iowa's love-inspired media libraries of the future, and your "conservative, practical ideas" for achieving them. It required a lot of love to build today's Iowa. It will require a lot more love to plan and build Iowa's future media libraries.

WILL THE WALLS COME TUMBLING DOWN? - Summarization by Charles O'Halloran, Missouri State Librarian, Jefferson City, Missouri

I come before you with great fear and trepidation. I thought when Maurice Travillian asked me if I would do this for you that this would be simply a reporting job and that I could tell you what you had done and that I myself would bear no responsibility whatever. One thing you have done is to supply me with a stack of papers a foot high and I can now do two things with them. I can leave them with Maurice so that he and the Advisory Committee will know what you've done or I can take them back to Missouri and write a book.

The librarians in this group, and probably the trustees and citizens also, know that although any respectable public library owns a subscription to the Reader's Digest, the librarian, at least if he's a proper librarian, has many qualms about the Reader's Digest. He gives it but with caveats. He is concerned about its being too simple; that one ought to read the original article; that the articles are often oversimplifications. I think it is the same sort of a thing for me to come today and presume to digest for you all the things that you've done. What I've tried to do is to distill and compress a great deal of material, and I hope that if I've distilled something other than rare vintage that you will read the reports of the discussion groups. After all, I would not want to leave you with cheap whiskey.

The discussion groups' reports, and Mr. Hinchliff's remarks, will serve well the Advisory Committee as it begins its consideration of the course for the future. The Advisory Committee, and those who work with these recommendations, will find many solid and substantial suggestions for library improvement in this state in the years to come.

Before I get into these, I would like to mention some of your ideas that particularly struck me. These may be the wave of the future or these may simply be bright ideas that somebody ought to try.

One person, for example, suggested that maybe helicopter service from libraries should be the thing of the future.

Another person had a very intriguing idea which may offend catalogers but might be interesting to try. That person suggested that one way to make the library more inviting would be to put Fritos in the card catalog. She furthermore suggested that boxes of Crackerjacks be used for bookends in the stacks.

On one of Mr. Hinchliff's questionnaires, one person-probably he or she was very tired-wrote, under the heading of a "conservative, practical idea" for bringing improvement: "My resignation from the war for improvement."

There was another very interesting idea, which may not be as strange as it sounds initially. This was that the State of Iowa whould impose a one-tenth of a cent per bottle tax on soda pop to finance libraries.

In my distillation process, I did a couple of things and I hope that this will be helpful to you. I tried to determine if there were any strong themes that seemed to cut across all of the discussions. It seemed to me that there were indeed several universal concerns that were expressed in every one of the discussion groups, and I

would like first to talk with you about what appeared to me to be these kinds of concern.

The first of your universals was the universality of the human need for information, the universality of human interest, the universality of human curiosity. Most of the groups insisted upon the fact that all human beings need information, that all human beings are curious, that all human beings have interests which libraries can serve and these groups made a special point of saying, as Maurice Travillian said in his introductory address, that it is not just the white, middle class which has need for this information; every human being, notmatter what may inhibit or has inhibited his getting and using information in the past, should somehow be enabled to use the information which is in our libraries. And so the groups, whether they addressed themselves to the aging population, to the disadvantaged, to the youth, to the in-school or the out-of-school population, to the person with elementary pedestrian interests or to the person with highly specialized, scholarly interests, insisted that his need, his curiosity, be satisfied, and that this universality of need must be one of Iowa's top priority concerns.

A second universal, it seemed to me, began to appear in the reports of your discussion, and this was the universality, really the fantastic totality, of human knowledge. That the communication of <u>all</u> human knowledge, of <u>all</u> human insight, of <u>all</u> human ideas, is the job of the library and that regardless of the format in which knowledge is contained or the device by which it is communicated, somehow our libraries must be responsible for this universal. Everything that man has created, everything that man is prepared to communicate - all of this is our responsibility.

And it seemed to me that all the discussion groups were talking first about <u>all</u> the people and second, <u>all</u> the ideas, <u>all</u> the information, <u>all</u> the information, <u>all</u> of the communications from one human being to another.

These, I think, were the kind of assumptions with which the discussions began and as it was accepted that these universals did exist, it seemed that the discussion groups then turned themselves to what one could call the transcendent problems, the difficulttes that libraries and others in the educational business find in putting together all of this knowledge and all of this human need.

The problems that seemed to come out, again and again, were artificial restrictions which inhibited putting the individual and his need together with information which does exist. There was much said about archaic laws and rules and regulations which prohibited the putting together of people and ideas. The possessiveness of certain kinds of libraries, and the problems of legal residence in taxing districts were noted. Again and again, the theme came out of a need for a universal borrower's card, opening all of the resources of the state to all of the citizens of the state.

Related to this however, and perhaps partly the cause of the perpetuation of archaic rules and restrictions, was the frank admission on the part of many groups that too often we do not know what exists or how to get it or how to deal with the people who are in possession of it. And again and again, the suggestion was made not only for coordination of all agencies which are in the information business but also of getting to know them, of understanding them, of working with them; of being able as librarians to deal with special interest groups or organizations associated with special parts of the community in order that we, as librarians, can more adequately adapt our services to them.

There was a good deal of shattering of tradition, in the discussion groups, with individuals willing to propose bold, innovative steps to break down tradition, law and practice.

Let me give you an example. Coming from a state where the second largest public library system has for some seventy-five years been operated by the public school system, and knowing something of the experience in the Kansas City Public Library and its joint school-library association, I have always been interested in that what a few years ago would have been considered rank heresy-the notion that the schools and public library can jointly serve the community-enters now many times into discussion as a possible way of solving library service problems in the future.

The biggest item, however, the biggest problem, that came out in every group, that has come out in every library conversation, is that it is all well and good to talk about getting people and ideas together but unless and until we can somehow achieve the financing for it; until we can pay for the new media, the new material, the new methods of delivery, the new methods of communication, until we can pay those institutions which are being called upon to supply these needs; until money is available, we will continue to have great difficulty and problems.. How do we solve these problems in order to move the state ahead? Always money was the big discussion point. The State aid proposal that you heard about this morning was talked about. Interestingly, it seemed to me it was not simply a case of people appealing for more money, for more of what we have always done, but rather for money to explore new ways and new devices for achieving communication, transportation, and bibliographic control; more money related to the future and not merely to maintaining the status quo.

One of the suggestions made, which I certainly think bears investigation, is related to the notion that libraries, are, after all, only one part of the education community, and that total education is really the concern rather than libraries alone. One group proposed that the whole system of education in the state might be reorganized. The suggestion was made that the Board of Regents of the State University somehow be empowered with supervisory control over all educational agencies in the state so that all educational and information services can be available to every citizen in the state.

Related to this, but perhaps less dramatic, was the suggestion that this State, and I can say this for my State too, needs a State Library agency which can be concerned with all libraries. All of us, or most of us, at least in state libraries, have been devoted for years to improving, developing and promoting public library service but until we were forced to do it by Title III of the Library Services and Construction Act, we had relatively little to do with other kinds of library service.

The final solution, many thought, relates to what I mentioned a minute age, the idea of expanding our own thinking. A number of the groups suggested that workshops and training programs are needed by all of us; not only to teach us how to deal with the new media, to deal with the new devices that are here already, but to help us to rethink some of the traditions and ideas which we have long since considered sacred; to evaluate, and to experiment with new devices; to investigate other devices which would make it possible for us to achieve the goal of putting knowledge and people together.

Two ideas that seemed most interesting and provocative, in an approach to a new kind of library service, were first that teenagers should be given membership on library boards so that the voice of youth, the ideas and thinking of the young people, can be reflected in the planning of state library programs. One group suggested that the

Governor's Advisory Committee might well seek advice from young people.

Second, one person, at least, felt that there were entirely too many males directing libraries in Iowa and that female directors might move the state along more rapidly.

There were two other suggestions to which I would like particularly to address myself that came from your discussion groups and seemed particularly relevant.

One group said that the greatest problem that Iowa's libraries face is the problem of talking to and communicating with the people, with the citizens, to motivate them to be more interested in libraries; to encourage them to use the library.

Another group had the same idea and proposed that the solution to be adopted should be the employment of a public relations organization and the undertaking of a major public relations - public information program dealing with libraries, library service, the needs of Iowa's libraries and their inadequacies; generally to make the people of the State more aware of the potential and of the problems of libraries.

Related to this, was a proposal that something was basically wrong with Boards of Trustees. There was of course the suggestion that teenagers be placed on Boards and the idea was also advanced that boards be abolished altogether, that the professionals be allowed to run their libraries without the interference of trustees.

Now it seems to me that these two ideas, communicating with the people of the State and the problems that seem to come up about the value and structure of boards, are most important, and I would like to develop some thinking I have had on these two matters. As you know, the State of Iowa, in the operation of ths programs through the U.S. Office of Education, is served by the Regional Office in Kansas City which, because of convenient geography, we have occasion to see more frequently than some of you probably do. The Federal Office Building in Kansas City is a typical new federal building with the kind of architecture that somebody has called "Federal Government Awful". It is a huge building in which many, many federal agencies are housed. I listened to a conversation recently in which an outsider asked an employee in that building how many people worked there and he was told there were six thousand people. His response was kind of amazed and surprised: "Six thousand people - all doing good!" It's an interesting thing to look at a building like that and to think of six thousand people all doing good for all of us! It's rewarding for me as a State Librarian, that the people of Missouri, at least as I'd like to think, believe that their State Librarian is up there in Jefferson City taking care of them. It's like Jack Valenti's comment about President Lyndon Johnson - "I sleep better because Lyndon Johnson is my President." I hope you, too, sleep better because Maurice Travillian is your State Librarian.

The point of all of this, really, is not to knock the federal or state bureaucracy but really to raise the question about all of us who are doing good for all of them out there. Have they asked us to do good for them? Do they know what we're doing for them? Do they want it? Is it the kind of good that they, if they had a choice, would take? We say: "People need information, by George; it's good for them; they ought to have it." But what about the fellow who says "I don't need more information, I already have more than I could possibly use." We may not have the money; we don't have the machines; we don't have staff yet, but we probably do have the technology and a good deal of the know-how, to bring books and media and ideas and information to people. But are we sure, absolutely sure, that people want it and need it? It seems to me that one of the things that we have not done too successfully, is to

communicate, to make the case, to develop the argument, for the need for the kind of information that libraries can supply.

Certainly we have through the years developed programs of service to the practical minded, to the business community, to the industrialist, to the man who wants to do something for a very practical, probably rewarding purpose. But what about the other ideas, the other kinds of information that libraries have which don't have an obvious, practical use? Does anybody need these things? Is it really important that people have these kinds of things in their libraries?

The best illustration that I can think of was something I read not long ago. Henry Ford, as you know, was given to profound statements like "History is bunk." One of his other quotations was: "The cities are dead." This statement was made sometime in the 1920's. Now, I think that Henry Ford was simply following the logic of his own black art and thinking of the automobile being universally available and what that availability would do to the cities of the United States. I don't know if Henry Ford was the prophet of the decline of the cities, but certainly, what we see today is a vindication of his prophecy, what with the decay and decline of the cities, to retreat to the suburbs, and all of the problems that our big cities today are facing. I wonder if any of us in 1920, had we been alive, had we thought about the implications of the motor car and the results of universal ownership of motor cars, would have chosen the car at the price of the destruction of our cities?

Now my point is that most of the problems that we as a people face are problems of our own creation. Who created pollution? Who created the racial tensions in our country? Who brought about the war? Who's destroying the cities? Who's invading privacy? Who created poverty? Whom do we blame for this, except ourselves? And given options, given thought before choice, would we opt for, would we choose, the negative, undersirable things that are occurring in our nation today?

Now, one can, I suppose, say that the reason we're in the war is because the experts in the Pentagon said that is what we as a nation should do. Some might argue that the reason we have pollution is that some vicious manufacturer some place decided to save a little money by polluting rivers and burning coal to pollute the air. But are not his products, are not the things that he has done to serve us, designed to make life better for us; and are we willing, as a people, to choose deliberately the cost as well as the benefits which we can receive? Or, if we prefer to blame somebody else, do we want to allow other people indefinitely to tell us what is the good life, what is the moral choice, what is the national purpose, what we should as a people do?

The choices which face the nation, the infinitely complex choices which face the nation, can be decided by experts. The cost can be decided and the price can be chosen and we all can pay it unless we as a people are willing to challenge the choices, to debate the alternatives and to consider all of the options. Deference to the experts can mean security but it can mean that all of us become merely cogs in a great machine.

So it seems to me that this question of information needs and the citizen is really a matter of what kind of society do we as a people want.

Do we want a nation in which every citizen participates actively in making national choices? Do we want a society in which the citizen, as well as the expert, comments on and has ideas about the quality of life? I would submit that if we wish a nation in which every citizen is an active participant, not merely a part of an army commanded

by technicians who know what is best for us, then the ordinary citizen must be informed, must have the kind of ideas which are the library's stock in trade.

Like so many other professions, we librarians probably already possess the technical competence to bring about a superior form of library service. We can do this for the American people, if they want it. Likewise I am sure that our colleagues in other areas of education can supply the kind of educational system that we as a people want; they have the know-how and the technical skill, but what do the citizens want? Do they really want the completely reorganized educational system? Educators undoubtedly can supply it if they are asked.

Too often, I think, we librarians as the experts in our own business feel that we know how to operate libraries and that we can tell the trustees and they can rubber-stamp their OK on our ideas and we are all happy as long as the trustees behave themselves.

Perhaps the time has come now for the trustees to assume the leadership role that is properly theirs as the citizens who know and who are interested in their communities and want to have that kind of library organization which can be genuinely effective for all the citizens of the community. If the trustee is interested in the maintenance of a free society, one in which every citizen can be an effective participant; if he is conviced that information, the widest variety of information, is important to the maintenance of this society, then the trustee can insist that his library be an adequate, an excellent, a superior library, and he can knock the heads of the librarians together if he needs to do that in orfer to get that kind of library.

It seems to me that really the fundamental proposition of the conference and many of the things that you've talked about comes down to the future of the society and the role libraries can play in it. I think you have a world of wonderful ideas for your libraries to become more and more effective and I hope this Conference will be your springboard toward greatness.

RECOMMENDATIONS OF THE THIRTEEN DISCUSSION GROUPS:

Group Discussion #1 - BREAKING THE BARRIERS TO INTERLIBRARY COOPERATION

Discussion Leader: Edmund Arnold, Cornell College, Mt. Vernon
Recorder: Michael McCarthy, CLASS, Iowa State Traveling Library

PROBLEMS

A) Legal Barriers

State laws defining school and public libraries and librarians are different, even though they perform the same functions.

School and public libraries are governed by separate administrating boards or agencies, even though their support comes from basically the same source.

Schools, counties, townships or cities each have restrictions on the accessibility of their material by the patrons in geographic areas.

B) Tax Base Barrier

Library support is not equal and in some areas it is even optional.

C) Traditional Barrier

Public libraries are for recreational purposes, they are therefore expendable; school libraries are for educational purposes, they are therefore essential.

PROPOSALS

The type of library in not as important as the service needed by the patron.

Reorganize the library system to include all libraries and librarians under one set of laws and support. A statewide organization should be established that would be responsible for coordinating the library efforts of all libraries and librarians in the state.

The State should be subdivided into regions. A regional library would be responsible for all libraries and librarians within that region.

The regions should be subdivided into locals. The locals would be responsible for all the patrons in a geographic area. The tax base for the local libraries would include all of its geographic area of responsibility.

A common library card would be issued to patrons allowing them free access to all libraries in the state. The patron should have access to material by right and not by largess.

COMMENTS ON ILA LEGISLATIVE COMMITTEE DRAFT

1) What powers will the State Library Board have over local libraries - advisory or governing?

2) The state equalization grant of $6.50 per capita is grossly inadequate, also areas of low population get low funding. The formula for equalization must include area size factors.

3) "Public" library must be interpreted as a library for all areas of the public, whether it is located in a shopping area or in a school.

Democracy depends upon public education as much as compulsory student education.

Group Discussion #2 - FOCUSING ON THE INDIVIDUAL'S NEEDS

Discussion Leader: Marjorie Humby, Director, Waverly Public Library
Recorder: Gaye Charlton, Public Library of Des Moines, East Side Branch

PROBLEMS:

We aren't reaching the percentage of the public with our library service. Why not? Money? Personnel? Fear by public of the library or the librarian?

What do we need to become more useful to the community?

Do we know what the individual needs? How can we tell?

Is information all we have to offer?

How can we get people to realize what we can offer them?

Are we willing to change the forms the material comes in to suit the needs of the patron?

PROPOSED SOLUTIONS:

Library service must be available to every individual in the state. We are willing to work through the newly formed Governor's Advisory Council to fulfill the goals below:

1) We must discover the needs of the individual in the state. The Council could work up a sample, expandable community survey form to learn the pertinent features of our community through a systematic analysis so that needs of the community of users can be determined. Help from a regional level of advisors should be available to help conduct the survey and evaluate the results.

2) We propose that needs can be better met by the individual libraries if regional organization can be established for purchasing more expensive and more diverse materials than local libraries can afford. We need a centralized lending program for the more expensive media.

Trustees - should be more responsible as members of the library board by publicizing the library.

- should be of a cross section of community in regard to age, minority group.

- should investigate the possibility of limited number of terms for service.

3) We propose that the library has a responsibility to present material on both sides of controversial questions and to make the public aware via radio, TV, newspapers, local newsletters of what we have to offer. We propose the sponsorship of controversial programs in the library to increase social awareness. For example, school libraries could loan library books during summer to public libraries. We suggest the Council establish a basis for a state libtary card to be honored in any library in the state. The state should be responsible for providing rural service via bookmobile or any other feasible method, with the cooperation of rural specialized community organizations.

How can there by any results in our lifetime?

With the aid of committees composed of all strata of the community including young people, business, professionals, radicals who communicate special library service needs to the Board of Trustees.

Group Discussion #3 - BUILDING A STRONGER LEGAL FRAMEWORK FOR LIBRARIES

Discussion Leader: Carol Spaziani, Iowa City Public Library
Recorder: Ann Swanson, North Iowa Library Extension (NILE)

PROBLEMS:

1) Lack of cooperation among libraries
   a. Duplication of services amongst different types of libraries
   b. Librarians unaware of services of other librarians
2) Who can use a library
   a. Boundary limitations
   b. Different legal framework within county and city government
   c. Differences in interpretation of laws
   d. Age restrictions
   e. Differences in librarians' personal philosophies of service
   f. Time the library is open

3) What criteria to use in collecting and distributing state and federal money

PROPOSED SOLUTIONS:

A) Regional library systems
   1. Type--Preferred one system with all kinds of libraries participating, but would settle for strong public library systems to start
   2. Membership
      a. All kinds of libraries if possible
      b. Mandatory for public libraries (with reservations)
   3. Board of Directors composed of one from each type of library in area or one from each county
   4. Funding
      a. Regional tax on property with the state making up the difference
      b. Foundation support
      c. Regional board receive state money
   5. Services
      a. Joint delivery systems
      b. Cataloging and processing cooperatively
      c. Order centers
      d. Mail service
      e. Reference
      f. Share media
      g. Computerized state Book Catalog
      h. Share I-LITE

RECOMMENDATIONS:

1. Organize with other groups to sell need for state aid to libraries
2. Pay reference person in University library to do reference for all kinds of libraries.

Group Discussion #4 - RELEASING THE HUMAN POTENTIAL THROUGH LIBRARIES

Discussion Leader: Michael Phipps, Director Cattermole Memorial Library, Fort Madison
Recorder: Tom Swanson, North Iowa Library Extension, (NILE)

PROBLEMS: Definition - were unable to come to a satisfactory comprehensive definition of "disadvantaged" in Iowa, but could agree that libraries have failed to serve and must plan programs for the following:

1. Chicanos
2. Indians
3. Inmates of state institutions
4. Physically handicapped
5. Mentally retarded
6. Non-institutionalized emotionally disturbed
7. School dropouts
8. The elderly
9. Rural without free library service
10. Functionally illiterate

Recommendations

1. Local libraries should contact county sheriffs and city jails to try to provide library service to inmates.

2. Each local library should provide home delivery service to shutins (elderly, nursing homes, physically handicapped, etc.). This can be financed locally or with volunteers. Iowa State Traveling Library regional library systems shall provide information and guidance in setting up these programs.

3. Each local library shall have the responsibility to train paraprofessional personnel from local ethnic groups to work with these ethnic groups inside and outside the library. ISTL and ILA shall hold regional workshops for librarians and trustees to help initiate these programs and later workshops including paraprofessionals and volunteers to plan agency programs. Federal aid and programs like manpower, mainstream, etc. should be utilized when possible for salaries for these paraprofessionals.

4. When the Advisory Council decides finally on a definition of the disadvantaged, they shall institute a state-wide head count to provide figures of how many disadvantaged people are in each community, and provide each library with this information.

5. School libraries, especially in larger communities, shall be open during hours when school is not in session - especially evenings and summer for both student and adult use. They may be staffed by paraprofessional or volunteers - and these may be either from the school of public library staff.

6. Each local library shall purchase from their budget 8mm films (no matter how few) and an 8mm projector to loan. ISTL and the regional library system shall provide an extensive collection of films to rotate on the basis as they presently rotate phonorecords.

A. Each library shall have access through its local regional library media center, or whatever to the following: 1)film strips; 2)cassetts; 3)tapes (audio); 4)art prints; 5)games; 6)models; 7)video tapes.

B. ISTL shall update and greatly expand its 16mm film collection, and shall provide funds for existing Mississippi Valley Film Coop. Area media center collections shall be opened for use by the public libraries.

7. Communities having non-English speaking people shall provide small collections for these people. ISTL shall provide a larger back-up collection of foreign language material. Access to university collections of foreign language material shall be gained for public libraries.

8. Locate who in Iowa is making experimental films, then collect and catalog these materials.

9. Someone (ISTL probably) should survey all state agencies that are currently working with the disadvantaged, find out what library resources they have and make a union catalog of the material for state-wide use.

10. Make space available in libraries for information on the various types of agencies in the local community that are providing social services for the disadvantaged.

Proposals

1. All counties that do not now have free service establish such service immediately with existing public libraries.

2. All local public libraries establish home delivery service to shut-ins.

3. Local libraries shall establish limited collections of large-type books. Regional libraries and State Library shall continue to develop extensive collections.

4. Existing language groups backed up by access to collections at State Library and access to university collections.

5. State Library and regional libraries provide guidance for public libraries establishing special outdoor story hours, etc.

   A. All local collections to include 8mm films and 8mm film projectors.
   B. ISTL to establish large 8mm film collection to loan on same basis as phonorecords.
   C. ISTL to expand 16mm film collection and provide substantial help to regional libraries already having film collections. Local library able to contract with.

6. State Library to establish standards for institutional libraries including:
   1. full time librarian
   2. budget in staff

Group Discussion #5 - LIBERATING ACADEMIC COLLECTIONS

Discussion Leader: Pauline Iacona, Coe College, Cedar Rapids
Recorder: Sister Marita Bartholome, Marycrest College, Davenport

PROBLEMS:

1. Faster service is needed to make interlibrary loan networks effective between university, college, public, and other libraries.

2. Basic academic library collections need to be expanded, while support be given to larger libraries with programs which reach out to help those in need of special services.

3. Because of the information explosion, libraries need to purchase a larger percentage of books each year, while resources for adult educations, in particular, need developing.

4. Legislators need to be convinced that Iowa needs funds to support academic libraries.

PROPOSALS:

1. A union list of holding (books and serials) is needed to gain access to all library resources of the state.

2. A clearinghouse source for the interlibrary loans and a state-funded teletype, TWX, or similar communication devices are needed to distribute interlibrary loans.

3. State funds are needed to support interlibrary loan networks.

RECOMMENDATIONS:

1. That funds be made available to set up and support an interlibrary loan network between academic libraries.

2. That university network interface the State Traveling Library (ILITE) network so that interlibrary loaning include all academic and community college libraries.

3. That resources of all academic libraries be investigated and developed with the aid of state of funds.

4. That continued expansion of cooperative programs be encouraged by the proper funding.

Group Discussion #6 - LIBRARY SERVICE TO THE YOUNG

Discussion Leader: Robert Foley, Director of Libraries, Cedar Rapids School District
Recorder: Helen O'Connor, Children's Young Adult Specialist, ISTL

Mandate for plan of action.

1. Identify and describe the various clientele of all libraries and describe the responsibility of each.

2. Analyze the components of various school, public and other library services in order to isolate overlapping or similar envolvement.

3. Inject an element of cooperation which will provide for the coordination of resources.

4. Consider strategies to make higher educational facilities more available to youth.

5. Components of improved services should be cooperation and improved financial support.

6. Renew investigation of extended services in school libraries.

7. Recommend very strongly involvement of senior high students in deliberations of the Advisory Committee.

Group Discussion #7 - COMMUNICATION THROUGH THE NEW MEDIA IN LIBRARIES

Disucssion Leader: Virgil Kellogg, Media Specialist, State Department of Public Instruction, Lollie Eggers, Iowa City Public
Recorder: Carol Emerson, Music Bibliographer, ISTL

PROBLEMS

1. Legal barriers of exchange

2. Need to identify location of media - to coordinate acquisition of material and to avoid unnecessary duplication.

3. Consumer ability to use information available. Do we know what he wants? needs? How do we supply him efficiently?

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1. How can we remedy the lack of cooperation between school and public libraries, which results in duplication of materials?

2. How can we remedy the lag between need and prompt receipt of them?

3. How can we cut expense of audio-visual materials to a level that is financially feasible for all library centers?

4. Where can we obtain the necessary personnel to produce media on subjects peculiar to a given race?

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1. What kinds of media should the public library have available?

2. How can this best be made available?

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1. What new media is offered by Iowa librarians?

2. Is there justification for video tape in the public library?

3. What qualifications should the librarians of the 70's and 80's have?

Recommendations:

1. That the Governor and his committee encourage or sponsor regional conferences of informational agencies. The Governor's Advisory Committee, along with ILA and professional organizations, sponsor a federally and state funded media information collections project through state established agencies.

2. Establish state center for duplication of audiovisual tapes, recordings, etc. -- production. Develop master library of slides from which libraries can obtain reproductions. Establish a state center for purchasing hardware at reduced prices volume. Establish a state center for evaluation of commercial materials available as well as equipment. Establish a team of qualified specialists and film producing technicians to produce any software peculiar to a given area on request.

3. Workshops on a continuing basis should be held to acquaint librarians to all phases of the potential of non-print materials.

4. Plan for present and future media in new and remodeled libraries. Allow schools to use regional libraries and public library patrons to use school area centers. State financed workshop on equipment, materials and selection, also maintenance of equipment. Replace book budget with "all media" budget which is closer to 50-50. (Could be the standard for state aid.)

5. That the public library, whose role is to serve the entire public, serve as the coordinator of success to all available materials in a given area. Libraries should acquire new media, to better serve present patrons and to try to reach for compatibility, cheaper hardware and simpler maintenance.

Group Discussion #8 - EXPANDING INFORMATIONAL SERVICE FOR BUSINESS AND INDUSTRY

Discussion Leader: Mildred K. Smock, Council Bluffs Free Library
Recorder: Irene Sweitzer, Musser Public Library, Muscatine

PROBLEMS:

1. What are the needs of the business community?

2. How can information be disseminated rapidly?

3. What kinds of facilities are needed to meet these needs?

PROPOSALS:

Libraries should:

1. Mail pieces of most current information concerning business world, making sure it is accurate.

2. Provide answers to current problems of ecology and social problems...where to buy best incinerator. Productive persons contribute to ecology problems but many would like to have information on how to correct them.

3. Telephone directories are quick help for addresses and information.

4. All kinds and up-to-date maps, plus aerial maps, should be in library collection.

5. Provide photo copying machines.

6. Provide reference material they could afford. These should be: business periodicals, investment services, Thomas Register, Tax Publications. Take advantage of government bulletins, keep I.C.C. Regulations, especially for border cities. Try to provide area where businessmen would feel comfortable with typewriter, telephone and locked door for place to work quietly and privately.

7. Concise reports to local newspaper on services available.

8. Approach service clubs, with a kit showing business materials available.

9. Impress business secretary hunting material with quick, efficient service.

10. Special attention to young businessman (J.C.'s) who are still close to learning situation.

11. Sponsor courses given by Regional Directors of the Small Business Administration.

12. Tours that include training in use of library materials.

13. Involve business organization to buy specialized books on particular stimulating use of library.

14. Publish list of humorous, interesting questions answered by the library. Include answers.

15. Give large calendars to organizations who filled out their schedules and returned to the library to act as a clearing house to avoid conflicts in meeting dates.

Recommendations

1. Public libraries should serve the business community, including the farmers.

2. Anticipate the needs through a local business advisory council.

3. Disseminate information rapidly, including the use of modern technology.

4. Employ a business specialist or specialists at a state level or at whatever lower level the demands of business dictate.

5. Libraries need to provide physical facilities conductive for study and research by business people.

6. Stimulate and promote interest in use of business services.

7. Study methods and recommend ways of disseminating information on taxation and legislation with primary emphasis on the small business.

Group Discussion #9 - ESTABLISHING LIBRARY SERVICE FOR LABOR

Discussion Leaders: Richard Greenwood, Editor, Iowa AFL-CIO News
Judith Ellis, Davenport Public Library
Recorder: Shirley Shisler, Public Library of Des Moines

Recommendations:

1. The public libraries in Iowa should designate one librarian on their staff to serve as the liaison person with organized labor groups for the purpose of communication, program planning, collection building, and to implement the steps recommeded by the ALA Joint Committee on Services to Labor.

2. The list AMERICAN LABOR, published by the Joint Committee on Library Service to Labor Groups AFL/CIO-ALA(ASD), should be used as a buyer's guide for libraries.

3. The labor collection should be a separate collection in the library. Some books, however, might be put into the "Young Modern's" area in order to encourage reading by young people.

4. Collections of books should be placed in union headquarters, where they can be checked out by members. Usual library circulation procedures need not be rigidly followed.

5. Bookmobile stops should be scheduled near labor centers and industrial firms.

6. Bibliographies and book reviews can be made available to local labor newsletters.

7. Librarians should approach unions with program suggestions involving resources available through libraries, exhibits, films, and techniques for using libraries. The contact person should be the head of the union education committee. Material can be distributed to individual union members by their headquarters.

8. Libraries should explore the possibility of offering their meeting rooms for union meeting.

9. Libraries should utilize films available from labor unions in their film programs for the general public.

10. Libraries should explore the possibilities of buying books and periodicals for union headquarters with the understanding that they would be left there for permanent use. Arrangements involving cooperating funding should be set up.

11. Libraries should look into the possibilities of obtaining one channel of cable TV set aside for their use.

12. Libraries need to give service to the rank and file union members in order to obtain a broad base of support for their programs.

Discussion Group #10 - PLANNING LIBRARY BUILDINGS FOR THE FUTURE

Discussion Leader: Wilfred West, Ottumwa Public Library
Recorder: Wilfred West

No library facility can be properly designed without a thorough diagnosis and evaluation of the needs, future and aspirations of the community it serves. The library in Iowa's future must serve the broad needs of the community. It should serve as a focal point fulfilling at least four functions:

1. The physical function of storage of library materials.
2. The Educational function as an information resource center.
3. The social function of providing facilities for group or individual study and for small to large group meetings of community interest and/or education.
4. The psychological function of providing space conducive to individual reflection, study, comfort and joy.

A written statement of these functions should be prepared prior to any planning of physical space. Included in the analysis should be a concern for site, interrelationship of function, atmosphere and predictions of future space requirements, particularly of new services needed in the community not now being adequately served. The statement or program described above forms the beginning and basis of intelligent physical plant evaluation and design.

NEW CONSTRUCTION

We suggest that future library financing should originate with the individual city, town or district and that state funds, if available, should only be used to augment the program. IT IS FURTHER SUGGESTED that the state be more responsive to the needs of the local library programs on new construction.

A library should provide space for storage and utilization of all known media, with enough elasticity to accommodate unknown media of the future.

According to the size and need of the community, the basic collection should be augmented by access to a larger collection or collections.

Examples of media: books, pamphlets, magazines, films and projectors, recordings and players, forms of microfilm and readers.

Recommendations:

Library services be abailable to all Iowa communities. Communities financially able should provide library buildings. All libraries should be members of the regional public library systems in Iowa.

There should be greater cooperation between school libraries and public libraries.

Long range library planning should be implemented and encouraged. Communities should be strongly urged to obtain maximum millage.

Encourage the use of county funds and greater state aid for library construction and services.

A study of individual community needs both as to buildings and services could be handled through the regional public library systems.

Provisions should be made for construction and staffing of central stonaging, warehousing and technical processing in most economical forms. Public spaces would be more conducive to comfortable useage of the facilities.

The best use of modern technology should be made.

Discussion Group #11 - SEEKING NEW LIBRARY SERVICES FOR THE AGING

Discussion Leaders: Dr. Lee Jacobs, University of Iowa
James White, P.M. Musser Library, Muscatine

Recorder: Beverly Lind, Eastern Area Cooperative Library Program, Cedar Falls

Recommendations:

1. Suggest we consider not service to "aging" but service to "older adults."

2. Libraries should develop programs to stimulate interest in the aging process for all age levels.

3. Libraries should think in terms of service and fulfilling special needs and interests of physical limitations of groups rather than chronological age. Establish schedules of performance in projects we do adopt to better judge effect on the age groups.

4. Establish mechanics for specific funding in all communities and counties for homebound service. Funds would be used for staff coordinator, vehicles and providing mileage for volunteers. Also, implement means to service all institutions, public and private in this same type of service.

5. Establish workshops for librarians and interested parties to share ideas, etc. on working with older adults.

6. Advisory Council should take steps to make libraries throughout Iowa aware of services of Iowa Commission for the Blind.

Group Discussion #12 - CREATING OPPORTUNITIES FOR CONTINUING EDUCATION

Discussion Leader: Dr. Irene Beavers, State University of Iowa
Recorder: Frances Thorson, Eagle Grove Public

Problems:

1. Since communities differ in needs of citizens for continuing adult education, no one program will suffice. Several types of programs must be available for individual communities to select from and adapt to their situations.

2. Identification of duplication of programs provided by agencies and institutions concerned with meeting adult education needs, and devising ways of combination and cooperation.

3. Determining location and availability of materials useful in continuing adult education and then making their location and availability known to program-planners, to libraries, and to adult users.

4. Motivation of people to participate in adult education programs; overcoming apathy.

Proposed Solutions:

1. Combine forces of libraries, adult education associations, community colleges, senior colleges (especially state universities), public schools, and various civic organizations to pool information, techniques, personnel and materials.

2. Develop systematic, widespread, effective programs of education concerning the advantages to individuals of participating in continuing adult education--i.e. motivate people to become involved in programs offered and in starting new ones. Utilize to the fullest the knowledge and experience of the people who have been concerned with providing adult education in Iowa thus far, especially those at the university level trained in both research and action programs. (Above and beyond Point 1. above.)

Recommendations:

1. Establish a high-level, high-powered planning committee combined of all personnel now involved from all sources in the state along with persons who are actual or potential participants in adult education programs and "brainstorm" ideas. Out of these ideas, working committees can select ones on which to follow through.

2. On the state level, establish guidelines, workable programs and workshops to help individual libraries develop enthusiasm and know-how to actively promote continuing adult education.

3. Investigate the policies governing the use of the area media centers and attempt to make them available for adult programs everywhere.

4. Encourage regional leadership for local libraries through establishing regional positions in adult and continuing education and establish regional sub-councils for advisory purposes.

5. On the local level, encourage all libraries to make quick service to individuals and groups possible so far as securing whatever they want beyond the local library walls is concerned.

6. Survey state resources for continuing education and develop a union catalog.

7. Supply program ideas and/or actual programs (packaged) with or without leaders provided in adult program.

Group Discussion #13 - SOLVING FINANCIAL CRISIS OF LIBRARIES

Discussion Leader: Ronald Dubberly, Sioux City Public Library
Recorder: Susan Klaessy, CLASS, Iowa State Traveling Library

Problems:

The problems are more than just money. They include such things as old facilities and equipment, thin staffing, budget cuts coupled with price increases, and inability to offer new services and to barely maintain present ones. (Many desirable items and services are just too costly.)

Small Iowa libraries are at the three mill limit and while larger city libraries are not, the city is at the thirty mill limit and the library is locked in.

Small towns have problems of acquiring trained staff. They just can't afford it.

Limited funds cause limited services causing a decreasing public image and interest causing greater limitation of funds, etc., on an ever downward spiral.

Recommendations:

1. All citizens have the right to a minimum level of services and the state should participate in funding to bring it to that level.

2. We endorse the approved Standards for library functions at the state level from ALA, Chapter II.

"17. The state should share in the direct costs for library services and facilities.

18. The state plan should identify the levels of financial support and service which libraries of all types must achieve in order to participate in the state program and to receive state financial aid. State library agencies should be responsible for determining that levels or standards are achieved.

19. Federal funds, together with local and state funds are essential if adequate library services are to be provided. Federal funds should be a regular and continuing part of the financial support for library development."

3. We recommend that a favorable climate be created to encourage private support of public libraries.

4. The legal and fiscal autonomy of local boards should be maintained.

5. We endorse the principle of regional library systems for Iowa.

Proposals:

Some services are best on a statewide level. Examples are reference, acquisitions, and processing. The financial burden should be shared by the federal, state, and local levels.

REPORT FROM THE LEGISLATIVE COMMITTEE GIVEN AT THE GOVERNOR'S CONFERENCE

Roderick MacDonald, Chairman

Activities of the Past Year

The committee has been a hard working group that has met often. As witness to its work and effectiveness is the outcome on S.F. 397 and H.F. 574, Home Rule for Cities establishing the City Code of Iowa. Members of the committee had appeared before the subcommittee on municiple code revision when the original draft of the bill did not mention library boards of trustees per se. However, our requests that boards of trustees be added to the draft, plus the turn out of librarians and trustees to reenforce our stand at the various regional meetings held by the sub-committee throughout the state showed our concern and political clout. Boards were included in the original draft bill. The Senate File has been reported out of committee and is on the regular calendar of the chamber. (Note: since the Governor's Conference the bill has had an amendment proposed to abolish library boards. This amendment was introduced by Senator Gross of Sioux City. Librarians have been alerted to this action. Also, this piece of proposed legislation has been has been placed on Special Order for Tuesday, January 11. 1972. There are differences in the House bill from the other but both bills include provisions for library boards of trustees.

Obscenity bills have been introduced into each body. Contacts have been made to senators about S.F. 54 and it is being watched. To date, it has not been reported out of committee. This bill has a provision excluding penalities if a bona fide school, museum or public library is involved. The House bill H.F. 571 was written by Attorney General Turner and is not as protective as the Senate File. (Note: H.F. 571 passed the House on May 18, 1971. Iowa libraries were noted to this fact and senators were contacted.)

A bill to re-organize the state libraries has been introduced and amended. Those concerned, namely the Iowa State Traveling Library, are watching the progress of this legislation.

The real work of the committee has been the preparation of a draft proposal for state aid to libraries in Iowa. Many hours of discussion, disagreement and decision have been expended to arrive at the draft form distributed at the Conference. The basic philosophic disagreements have been where or how to provide state aid and the organization of the machinery to distribute the funds. Certain of the problem areas were: A. At what level should the power lie to provide library service, state, regional, local? A consensus evolved saying we felt the state has a responsibility to help and play a part in providing for libraries. The proposal would require local governments to provide library service for its citizens. B. Another hang-up was structure. Choices were: 1) A monolithic organization run by the state---one huge library serving all libraries. We felt this was too inflexible and also has a lack of responsiveness to the localities; 2) regional arrangements---this was the proposal we handed to you. Also discussed was a plan to have all kinds of state funding or partial. It was decided to have shared with partial local and the state providing backup aid.

Thus with these and other philosophical differences it has taken a long time to arrive at this consensus. It has been presented (and will be to the ILA membership at the

fall conference) for your consideration and reaction. These are ideas and not in any bill format at this time. Special thanks to Mrs. Carol Spaziani and Mrs. Nelle Naefie for their great contribution to the proposal.

Excerpts from COMMENTS made by Conference Participants on Evaluation Sheets

on the Conference...

The participation of the registrants was wonderful to see and hear...When I asked myself today what this conference accomplished, I could only say "nothing." Everyone brought their walls with them and will leave with a few more bricks on the top. I am left with a sense of hopelessness about libraries in Iowa...Conference was very interesting. Contact with other library people great! Thank you for an interesting experience...We should have been more communicative before this meeting between the heads of the various types of library organizations...Was the Conference really concerned about all the libraries in the state? Let's hope for a second conference that will be...No comment necessary. I like!

on group discussions...

I hope final reports of all discussion groups will be made available to all. Many of the people in my group were equally interested in, and qualified to be in, other groups...A student in our group tended to dominate the discussion so that 60% had no opportunity to contribute...Dr. Arnold's thesis on Breaking the Barriers to Interlibrary Cooperation was very interesting. Perhaps we should have had some of his ideas in printed form weeks before so we could have addressed ourselves to them...The tone of our group discussion leaves me wondering whether cooperation and coordination of services is the goal. I rather suspect that the goal is sharing of funds more than services...The final participation in Planning Library Buildings for the Future was excellent...My group was interesting because we were allowed to discuss. However, I felt we were being led to the conclusion wanted so I "drug" my feet a little. We need more informationa exchange meetings and forum discussions for trustees and librarians...Discussion leader had a pitch to sell and was not democratic as a discussion leader...Dynamic discussion leader outlined goals, then directed discussion toward them. Trustees, institutional librarians, school librarians, public librarians, Office of Educational Opportunities' staff actively contributed! It was wonderful!...The group discussion, while interesting, failed to come to grips with some major problems--creating interest in reading with certain groups...Group sessions were far too full of concern for "my" library, not with concern for the state picture. There seemed to be a defeatist attitude, and reluctance to change!

on Conference speakers...

Mr. Hinchliff was sensitive to our needs...Excellent Presiding Officer...Hinchliff undoubtedly outstanding, but he should have mailed his speech and Jim Sheldon presented it...Mr. O'Halloran's speech very good...Maurice Travillian's opening speech outstanding...M.C. gave impression of a recreational director leading program at a retirement home...Governor Ray's speech betrayed a complete ignorance of the nitty-gritty issues facing library service in Iowa. How many bookmobiles roam Iowa's backroads? We ought instead to have a briefing session with Governor Ray to tell him where it's at!...Governor Ray's speech impressive...Mr. O'Halloran's task monumental, he did an excellent job! State Librarian speech great inspiration and should be published...Mr. Hinchliff should have given us the benefit of many of the thoughtful, innovative programs he has instituted in Washington, D.C. He's better than his speech.

on participants...

There was no discussion of ideas for the future. All ideas concentrated on plans which already exist or should!...I believe greater emphasis should have been made on making sure that non-librarians attended...The libraries of Iowa are crying for funds, for coordination, for cooperation, for greater understanding about their role by the public. I see no hope for this gigantic task being even started!...It appeared as an after thought to invite some school people...Unfortunately, all of us want to preserve our empires at all costs. Does anyone really want to know what anyone else is doing?..I represent a regional library, and not once has anyone from the public library ever visited our center. How can they be so uninformed and so critical?... The regional media center concept is not understood and all agencies should forget "jealousy and pride" and start honestly listening and sharing ideas. I doubt if the desire to share is real...No cross section of Iowans represented. Same old librarians talking to each other...

on the Governor's Advisory Council on Libraries...

The Advisory Council selected is excellent and has broad representation...The Advisory Council as announced is a disaster. With two exceptions, there is little hope for creative ideas or leadership. It is evident that no one was selected who would "make waves."...The Advisory committee makeup is questioned. The center of the state is heavily represented. What about the western part of the state?...The person selected from Keokuk will "shake them up."

on the site...

I would have preferred a downtown hotel, close to shopping. How many delegates flew in? This is fine for us rich trustees, but far too expensive for the average librarian... Accommodations, food, and services were excellent...I enjoyed the sophisticated setting...

RESPONSES TO WILLIAM HINCHLIFF'S REQUEST FOR:

"Wild, liberated ideas" for the superior Iowa media libraries of the 1980's...

Each new library building would be planned in the charrette process, being sure each element in the community is represented...the MANAGEMENT of the library should include community youth, and "men" who would impress the library image in the community. (not librarians)...one regional agency running all types of libraries within the region. No more "school" or "college" or "public" libraries. Share the federal funds for buying the new media. Reorganize all informal educational agencies into an "Institute of Informal Education" to include adult education, vocational education, high school dropouts, pre-schools and libraries....community centers housing many community oriented activities including libraries with all media for universal use...ALL libraries open to every citizen of all ages...think "information" and not "libraries"...involve total community...MAKE LIBRARIES "IDEA FORUMS": scientific, philosophical, literary, political, social, ad infinitum...there should be no library buildings? No librarians! No books! All resources should be transmitted from a central media source into every home without cost to the receiver. Channel selection would determine (1) level desired and (2) content desired...a statwide network of computer terminals that tap a union catalog of every available book, record, film in Iowa...Reorganization of all educational institutions, including all types of libraries, under the Board of Regents of SUI so that a comprehensive plan of educational development and library service can be developed, funded and administered...The idea of a library should be a "fountain of information" not in a restricted format but all formats to appeal to ALL. The staff must be excited about why they are there!...helicopter delivery service to outlying areas...loan materials when possible, give it away when necessary...get public and school librarians to talk to each other...Make the library the "fun" place, the "caring" factor of the community...Talk ideas, talk soul, sing, look at films, listen together. Make the library the most "interesting" spot in the community. Bring it alive, make it breathe, and feel, and respond to the community...household terminals with access to a central data bank. Use for reference, entertainment, education... Put librarians on every corner in the ghetto and in all areas there to motivate the use of the libraries...to establish a personal relationship. "People to people" is the media...twenty-four hour service, seven days per week, or if not possible, telephone recordings of reference questions and requests...1/10¢ per bottle tax on pop to finance libraries!...Enough tax money to have the space and the staff and the materials to carry out all the things mentioned. This is where both the practicality and the dream begin...Use boxes of crackerjacks for bookends. Fill card catalogs with Fritos!...Involve the young in planning...city councils who recognize the worth of libraries...forget our dignity and groove...home delivery and pickups (not just for shutins)...DO AWAY WITH LIBRARIES AND THE REFUGE THEY PROVIDE FOR SPINSTER LADIES, then reorganize combining public school media centers, public libraries, private collections for maximum use of limited facilities and personnel...have a pet library... borrow rabbits, aardvarks, cats, dogs, fish, canaries...move tables out of the library, sit on the floor!Break down political barriers with the state. Statewide cable TV Library network, wherein each unit has local organization, two way interconnected communication...We have a wealth of ideas, but where do we get the finances?...Cooperation among various existing groups, organizations and government. Youth and people from "wrong side of the tracks" should say what to do at the library!...Half of the

trustees should be under twenty-one years old...Librarians in bunny costumes!...Volunteer library corps to get the library to the people who cannot take advantage of the services.

RESPONSES TO MR. HINCHLIFF'S REQUEST FOR:

"Conservative, practical ideas" to achieve Iowa's media libraries of the 1980's.

Management should be evaluated and replaced by new blood in many locations. Involve the public and volunteers...I'm for accent on promotion of service and dedication on the part of the librarians...let each citizen of Iowa borrow from any library in Iowa and return material to most convenient location...all librarians are important educational facilities...Is there a way to fund young people to work in libraries? Or to have them work on a volunteer basis? An excellent example is set by Washington University, St. Louis, with their "Bromwood" Conference on Library management...get together with all types of libraries and do one thing "well." Promote special topics weekly...abolish library boards, abolish age and sex discrimination in libraries... select trustees who work and act for the promotion of libraries and not for their own social prestige...use volunteer help from vital people in community...open all libraries to all people...more public relations and promotion...fund with proceeds from pari-mutual betting...doing more research on state level...identify groups of nonusers and devise methods to reach them...write a program for separate federal funding to run pilot projects...active participation of library users in buying library materials...enlarge regional library systems' programs...make materials of the state media center libraries available to all libraries...mail delivery and return of all library media...make the library the civic center...put the libraries where the people traffic is...have volunteers go out into the community, identify and bring every minority group into the library...promote the services, the people, the programs... librarians should learn about practical politics and be willing to jump into the political arenaa..rotating, limited board membership varied in educational, ethnic backgrounds...require the librarians to meet the public positively, rethink library policies to open all kinds of collections...run City Council through library administration process so they know problems and costs...need more audio-visual materials and equipment to loan...negative tax on the participation in a facsimile transmission information exchange network of all special libraries, especially of the industrial, commercial, business communities who will cooperate with public and academic libraries in said communications network...regional boards should include young people, committees include young people, committees include drug addicts, highschool students, radicals,

business men, political groups, arts councils so all hell can break loose and something will be accomplished...greater utilization for paraprofessionals for disadvantaged groups...more highly skilled librarians to serve as human resources to all people... vital volunteers to get community involved...students should be instructed in how to use libraries...passes for high school students to university libraries...librarians need to stop thinking of themselves as "special" and get out into political process.

PEOPLE, ORGANIZATIONS, DEPARTMENTS WHO WERE INVITED TO ATTEND:

Governor, and Administrative Assistants
Executive Council
Legislators
Board of Regents
State Departments of
  Public Instruction
  Aging
  Recreation
  Drug Abuse
  Environment
  Program and Planning
  Social Services
  Educational Radio and TV
  Arts Council
  Medical, Law, History Libraries
  Office of Equal Opportunity
Press - Radio, TV, and newspapers
County Governments
City Governments
Special Libraries
Business Leaders
Library users
Model Cities
Labor
Clubs - AAUW, League of Women Voters, Junior League, P.T.A., Federated Women's Clubs, Farm Bureau, Lions, Kiwanis, Rotary,
Adult Education, Extension Service
High School Students
Librarians - public, institutional, School, Media Center, academic, library schools
Trustees
Library Associations
School leaders
Civic leaders

THOSE IN ATTENDANCE:

MRS. RALPH M. AKERS
  Iowa Federation of Women's Clubs
  West Liberty
HENRY ALDEN
  Grinnell College Library
MR. & MRS. DON ALLEN
  ILA
  Des Moines
MRS. DAVID ANDERSON
  Kirkendall Public Library
  Ankeny
EDMUND R. ARNOLD
  Russell D. Cole Library
  Cornell College
WILLIAM G. ASP
  U. of I. School of Library Science
MRS. BETTY M. ATWOOD
  Area XI, Media Center
  Des Moines
(MISS) JULIE BAILEY
  Cedar Falls High School
NOREEN BARKEMA
  Mason City Community School
MRS. DON W. BARKER
  Iowa Falls Public Library
MARGUERITE BARRETT
  East Iowa Community College
  Clinton
SISTER MARITA BARTHOLOME
  Cone Library (Marycrest College)
  Davenport
C.K. BATSCHELET
  Guthrie Center Public Library
MRS. MARIAN BATTEN
  Webb Shadle Memorial
  Pleasantville
REV. DONALD E. BAUSTIAN
  Keokuk Public Library
MRS. RALPH R. BEAL
  Hamburg Public Library Trustee
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